



PEER F.
HOLM

Born 1966

State-certified sommelier

President of Sommelier-Union

Owner of Wein & Wissen



Favourite Subjects / Main Focus

Moderation of seminars about Spain and Portugal
Organization of and support service for wine tours
Commercial consultancy services



Career Milestones

Hotel Vier Jahreszeiten, Hamburg

Weingut Schwarzer Adler, Oberbergen/Kaiserstuhl – viticulture traineeship

Rindchens Weinkontor, Rellingen – Sales Manager

ARDAU Weinimport, Troisdorf – Purchasing Manager

TxB fine wines, Cologne & Frankfurt – Purchasing Coordinator

Weinkontor Freund, Borgholzhausen – Purchasing Manager

Self-employed since 2008

German Wine and Sommelier School, Koblenz, Berlin,

Hamburg and Munich– external instructor for Spain and Portugal

Member of the Examinations Board for IHK-certified wine advisors

Jury member of tastings organized by various professional journals and the international wine award MUNDUS vini

Accredited Trainer for Sherry – certified by the Regulatory Board of DO Jerez

Rioja Wine Educator – approved by the Control Board of DOCa Rioja